Comparative Study of Shopping w.r.t. E-retailing and Traditional retailing w.s.r. to Selected District of Western Uttar Pradesh

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CHAPTER – 1

INTRODUCTION

The increase in technology provides good opportunities to the seller to reach the customer in much faster, easier and in economic way. Online shopping is emerging very fast in recent years. Now a day the internet holds the attention of retail market. Millions and millions of people shop online. On the other hand the purchasing of product from traditional market is continuing since years. Many customers go for purchasing offline so as to examine the product and hold the possession of the product just after the payment for the product. In this contemporary world customer's loyalty depends upon the consistent ability to deliver quality, value and satisfaction. Some go for offline shopping, some for online and many go for both kind of shopping.

The focus of the study is on the consumer's choice to shop on internet and at the traditional stores at the information gaining period. However online shopping is easier for the people and less price than the offline shopping. While making any purchase decision consumer should know the medium to purchase whether online shopping or the offline shopping. Consumer should decide the channel for them which can best suit to their need and wants and which can satisfy them. In this competitive world how consumer can decide the particular medium for their purchase of goods is very important to understand in a managerial point of view. (Laing and Lai, 2000) said that the internet shopping is the third best and most popular activity over internet after online shopping next comes the e-mail using, instant messaging and web browsing.

Online shopping is a trade dealing with e-commerce. The act of purchasing products or services over the internet is known as online shopping. Online shopping has revolutionized the business world by making everything anyone could want available by the simple click of mouse button. But still people around are facing problems of the population are vexed by quality, time of delivery and defective items. An online store may also be called e-web store, e-shop, e-store, web-shop, online store, virtual store etc. These are designed to enable customer to browse through products are services over mobile, tablets, computer etc.

traditional retailing (Offline shopping) has existence since the existence of mankind. Offline shopping gives different types of benefits to the customer.

Factors Affecting Online Shopping: -

Risk: When customer buy products from online shopping they do not touch or feel the product in a physical sense. Hence we understand that lot of risk is involve while buying an online product whether it will reach us on proper time or not is also a concern and a I so there may arise a risk of product size and color as it may differ in real view or sense. Sometimes the product ordered is kind of damaged.

Convenience: Online shopping is much more convenient than offline shopping. Instead of taking out your vehicle and visit shop to shop you can just sit at your home and do the shopping. It is convenient to sit at one place and shop the product of our choice without moving from place to place. Once you have decided on what you want to buy the payment process is seamless and the order is delivered to your place. Online shopping makes things more convenient. We can have a lot of choice over there in any kind of material we want to deal with that too without any fear of dealing with any dealer or distributers. Online shopping is convenient in its real sense as it do not carry any dealing with issues of asking for wanted items or issues of asking for desired kind of items which helps in avoiding the part of waiting, asking, questioning about the product.

Anxiety: People's anxiety of exploring the sites and experimenting over them is also a matter of concern. Sometimes people those who are not very known to any sites like flip kart,myntra or any sites they just feel like it's a tough kind of activity over net and its complicated in there sense as they are not very fond of doing online shopping as it takes a time to even understand the product about its details. This particular activity makes them irritated and anxiesious over any kind of fatal online dealing.

Previous online experience: How has been a person's experience in past as far as online shopping is concerned is a major story of concern. Previous experience is what matters actually as its hamper or sometime it keeps good view or mood of people. There are two experiences one is about good and another is about bad. Both has its own and

different affect in the mind of buyers. So these factors also influence online shopping or e shopping.

Pricing Policy: Online retailers gets an inherent advantage in pricing as they don't have to bear expenses like store rent, bills etc. They can pass their price directly to customer and generally offer a lower price to customer than offline market. Even when shipping charges are included than also it is better than the offline shopping. Hence, determines the level of online shopping. Lower the price- higher the mood to demand, higher the price lowers the demand. Price of any commodity also influences the purchasing power of any specific buyer. Consumer generally prefer mild or normal price with good quality and do not want to spend or expense lot for any kind of stuff. So buying and selling both are simultaneously affected by the price of product.

Quality: The quality of product at online sites and offline stores vary a lot and then this determines the frequency of online shopping. Quality also carries good affecting nature over any kind of shopping. As consumer or buyer want to have a good quality of product as they spent their huge sum of money. In general, qualities is a primary need over any kind of purchasing as it somewhat secure or give a good sense of buying or kind of guarantee about the product preferred.

Online trust: It depends on customer perception whether they trust a particular site and its product and services. Hence the frequency of online shopping also depends upon whether they trust a particular site or not. People are different in there nature and thoughts, some kind of people trust online dealing some kind of people are in fear of online dealing.

Tangibility of the product: At the store the customer gets to touch and feel the product they purchase before buying which help the customer to take the decision to buy the product or not whether the product will suit the customer need or not. Whether, we can and see feel a product is also a reason which determines whether a person's wants to go for shopping or not. Tangibility of any product also determines the online shopping. Without touching the preferred or desired substance nobody can get its security about the worthiness or quality or sense of any preferred product. Delivery time: The product

ordered by the customer in online shopping takes a minimum of six to seven days to deliver the product to the customer. But in offline shopping the possession of the goods is immediately transferred to the buyer. So this is a major factor which affects the online shopping. People want a good delivery time; they prefer to get a product in a desired time or in short time of duration. Duration is the second major factor affecting the demand of product.

Factors Affecting Offline Shopping

There are some factors which affect the shopping offline those are as follow:

Less number of choices: There are limited numbers of choices when it comes to offline shopping. The numbers of varieties are limited. The ranges of products available in the shops are limited. Sometimes, the stocks are old and are up for discount and sale. Basically in offline or any shop we get less numbers of choices as it consists of manual work. We have to choice in that less number of materials due to manual factor.

Time consuming: It takes a lot of time to go shopping to a store. Distance from home or workplace to the store is time consuming. It is also time consuming while trying out the outfits in a store or even going through other products. In off-line shopping customer move one place to another and one shop to another in search of their desired product.

Information: What generally happens is that the information provided by a shopkeeper isn't correct. Also this information doesn't always suit our needs. And we buy products according to what they say when we ourselves don't have adequate knowledge about the products. Such purchases are based on goodwill when we happen to know the shopkeepers.

Bargaining: In offline store a customer can do physical bargaining to the seller unlike shopping online. In online shopping a customer cannot do bargaining as the price of the product is fixed. Some of the customer purchased products depending upon bargaining so they do not go for online shopping as they feel shopping online is more costly than the market.

CHAPTER 2

OBJECTIVES OF THE STUDY INCLUDING SCOPE OF THE STUDY AND HYPOTHESIS

The present study broadly compares the online and offline shopping, specifically the objectives are:

(a) To analyze the significant difference between the online and offline consumer groups in terms of demographic, technology use, availability and attitude of the consumer.

(b) To examine the factors influencing the consumer to switch from the offline shopping to online shopping and online to offline shopping.

(c) The factor influencing the consumer to shop solely online and solely offline.

(d) To analyze whether the qualification of the consumer affect the online shopping and offline purchasing.

(e) To examine the customer's level of satisfaction towards the products and various services offered by online and traditional shopping

NEED AND SCOPE OF THE STUDY

This research may fill the gap between the choice of online shopping and offline shopping. This study reflect the problems and factors of online and offline shopping. There are certain problems, why people do not do online shopping and go for market to shop things? What are the major reasons behind the online and offline shopping? This study helps the consumer to get an idea about the online shopping.

In western Uttar Pradesh, there is less number of people who do shopping online as compared to the other states. The study makes the consumer clear about which option should be taken by the consumer to get more benefit out of it.

HYPOTHESIS

$H_0$1: Demographic condition does not effect on the consumer's choice for online and offline shopping.

$H_1$1: Demographic condition effects on the consumer's choice for online and offline shopping.

$H_0$2: Education does not effect on the consumer's choice for online and offline shopping.

$H_1$2 : Education effects on the consumer's choice for online and offline shopping.

$H_0$3: Past Experiences does not effect on the consumer's choice for online and offline shopping.

$H_1$3: Past Experiences effects on the consumer's choice for online and offline shopping.

$H_0$4: Using of smart phone does not motivate the consumer for online shopping.

$H_1$4: Using of smart phone motivates the consumer for online shopping.

CHAPTER – 3

LITERATURE REVIEW

Some of the research works that came across during the study are as follows:

- Anthony d. Miyazakiand Ana Fernandez prepared a report on "Consumer perceptions of privacy and security risks for online shopping" issued in "Journal of Consumer Affairs" volume 35, issue 1, pages 27-44, summer 2001
- Kathleen Seiders, Constantine Simonides, Douglas J Tigert prepared a report on "The impact of supercenters on traditional food retailers in four markets" in International Journal of Retail & Distribution Management", ISSN: 0959-0552
- Soyeon Shim, Mary Ann Eastlick and Sherry Lotz prepared a report on "Assessing the impact of internet shopping on store shopping among mall shoppers and internet users" in the "Journal of Shopping Centre Research"
- Bo Dia, Sandra Forsythe and Wi-Suk kwon prepared a report on "The impact of online shopping experience on risk perception and online purchase intention: Does product category matter?" published in the Journal of "Electronic Commerce Research", VOL 15, NO 1, 2014
- Chaing and Dholakia (2014) carried out a study in which they examined the purpose the customer to purchase goods online during their shopping. Mainly there are three variable in their study those affects the consumer to purchase online or to go offline. Those are the accessibility features of the shopping sites, the type of the products and their characteristic, and the actual price of the product. The study revealed that the accessibility and the convenience of the shopping sites create the intention in the customer to purchase or not

CHAPTER – 4

RESEARCH METHODOLOGY

This part of study defines all the process of data collection. Primary method includes observation method, interview/questionnaire method, and case study method. Secondary method is the method in which already collected data. The present study is based on combination of both qualitative and quantitative data. The qualitative data is collected through the sampling from the consumer. Random consumer is selected for the sampling purpose. The sample individual is selected from different age group, different sex and from different location of Rourkela. The different group of people including student, employee and unemployed, housewives, etc are considered as sample for the study.

SAMPLE SIZE

For the study a sample of 500 consumers has been selected on the basis of convenient sampling for the purpose of the research.

SAMPLING TECHNIQUE

For the study convenient sampling technique method has been applied on the basis of suitability for the availability of information and which has a substantial share in the market so as to give more accurate picture of the impact of online shopping.

SOURCES OF THE DATA

The data for the study will be collected from primary sources. Primary data will be collected through- Questionnaire and Direct Personal Interview method.

DATA COLLECTION TOOL

The data for the study has been collected through applying the following techniques:

Questionnaire and Direct Personal Interview method.

STUDY AREA/LOCATION

These areas have been selected for this study.

S.No.	City
1	Saharanpur
2	Ghaziabad
3	Meerut
4	Muzaffarnagar
5	Baghpat

RESEARCH TIMETABLE

S.N.O	Activity	Months
1	Introduction-ProblemDefinition	3
2	LiteratureReview	6
3	Data Collection	5
4	Data Analysis	5
5	Report writing	5
Total		24

LIMITATION OF THE STUDY

- The analysis is done strictly based on the response given by the several respondents personal biasness can be the factor.
- The Study based on western Uttar Pradesh only thus result can't be applicable for the other parts of the nation.

CHAPTER-5

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